

EVENT SELECTION
DATA SHEET

DATE: November 7, 1984

CITY/STATE: Philadelphia, PA POPULATION: _____
FESTIVAL: Harbour Festival
LOCATION: Penn's Landing
DATES: July (tentative) ATTENDANCE: 100 M
CONTACT NAME: Karen Love TITLE: Coordinator
ORGANIZATION: Penn's Landing (Non-profit Company)
PHONE: 215-923-8181
FESTIVAL ACTIVITIES: Historic ships, music, food

PREVIOUS SPONSORS: (partial) Kool Cigarettes, Cointreau, 7-Up
CURRENT SPONSORS: No one has contracted for '85
1985 BUDGET: _____
CLIENT TO SPONSOR FIREWORKS: Yes
CLIENT TO SAMPLE: Yes
CLIENT ALLOWED BOOTH FOR GIVEAWAYS: Yes
ENTRY TICKETS NUMBERED: free
CLIENT ALLOWED SIGNAGE: Yes

ORGANIZATION TO HANDLE ALL P.R. AND MEDIA-RELATED ADVERTISEMENTS
(POSTERS, PROGRAM, RADIO, TV, ETC.): Yes

IF ENTRY FEE REQUIRED, CLIENT ALLOWED 100 FREE TICKETS: No fee
HOW MANY LOCAL TV STATIONS: 3 RADIO: _____ NEWSPAPERS: 2
ADDITIONAL INFORMATION: _____

ATTACHMENT yes

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